

# THE ST. LOUIS REPUBLIC

## 1904

### WORLD'S FAIR CITY REVIEWED.

#### FACTS WHICH SHOW WHY ST. LOUIS IS GREAT.

The volume of wholesale trade here for the year is estimated at \$600,000,000.

Increases of from 20 to 50 per cent over 1902's business are reported in all lines.

Bank clearings will show a big increase. The transactions probably will exceed \$2,000,000,000 this year.

St. Louis is the greatest financial center west of New York.

It leads in the manufacture of beer, street cars, chemicals, envelopes, paper bags, stoves and ranges, tobacco, caskets, candy, pressed and fire brick, terra cotta, sewer pipe, lead and zinc, enameled iron ware, saddlery and harness, bagging and trunks, passenger and freight cars.

It is the world's biggest market for hardware, woodenware, hardwood lumber, horses and mules, candies, glass bottles, wire, nails, toothpicks, clothespins, buggies and millinery.

The city, with 700,000 population and 100,000 in the suburbs, with twenty-four lines of railroads and situated on the longest system of navigable rivers in the world, is growing faster than any other city in America.

With an area of sixty-two and a half miles and nineteen miles of river front, this city has the finest electric railway system in the world.

The growth of St. Louis's trade territory has been greater than that of any other section of the United States.

More than a hundred million dollars expended in this city for improvements this year!

A volume of wholesale trade exceeding \$600,000,000 for the year!

Thus it is shown how and why the making of Greater St. Louis takes on wonderful strides.

In every line of commercial and industrial activity increases of from 20 to 50 per cent over 1902's records are reported.

The railroads increased their annual outlay for local terminals tenfold.

The \$12,000,000 already paid out in the construction of the World's Fair is not taken into account in the permanent investments, though the vast sum figures in the impetus given to the city's interests and is to contribute to the greater development of St. Louis.

Many more millions are to be expended before the Exposition opens, not only by the Fair management and the exhibitors, including all the civilized nations of the earth, but by St. Louis institutions in further preparing to entertain visitors.

The world will be made to fully realize the advantages and virtues of this city, and the year 1904, wonderfully important, is expected to be only the beginning of a period of solid growth, which will rapidly lead to a marvelous fulfillment of St. Louis's destiny as the metropolis of the Southwest.

The World's Fair is merely the agency for exploiting St. Louis's Gibraltar-like position as the gateway to the West.

With its financial institutions second only to those of Wall street in this country, the leader in dozens of lines of industrial pursuits, and the greatest distributing point for many articles of merchandise, the city's assets are founded upon a rock.

This fact was demonstrated in 1893, when banks failed all over the country except in St. Louis.

#### PROGRESSIVE AND SOUND TO THE CORE.

Only a few weeks ago, when malicious reports from stock brokers in Chicago assailed several local trust companies, it was again shown that St. Louis is sound to the core.

Though steady and solid, the growth of the city's commerce and population was somewhat slow up to 1893, when financiers, attracted by the stability of the place, began increasing their investments here. Since then the advancement has been at an increasing ratio year after year, until all records are broken in 1903 on the eve of a great epoch.

Most potent of all reasons, it is thought, for the progress St. Louis has made is the splendid development of the Southwest.

Within twelve years 17,000 miles of railways have been built in St. Louis's trade territory.

Last year the new mileage in this section was half that of the entire United States, while this year many more lines have been woven into the cobweb of roads radiating from St. Louis through rich country now growing in commerce and population by leaps and bounds.

The cream of the Southwestern wholesale trade is controlled by St. Louis, and while statistics for this year are not complete, one may imagine the proportions by adding 20 per cent to most of last year's figures.

The sales for the year were as follows: Dry goods, \$120,000,000; groceries, \$75,000,000; footwear, \$45,000,000; hardware, \$35,000,000; chemicals, \$40,000,000; furniture, \$35,000,000; tobacco, \$25,000,000; railway cars.

#### YEAR'S EXPENDITURES FOR GREATER ST. LOUIS.

Terminal Association	\$5,000,000
Merchants' Terminal	1,000,000
Wabash warehouses, etc.	2,000,000
Burlington terminals	1,500,000
Southern Railway ferries, etc.	2,500,000
Transit Company developments	5,000,000
Suburban Street Railway	1,000,000
World's Fair	13,000,000
New Washington University	5,500,000
New Mary Institute	250,000
New schoolhouses	1,500,000
New Post Office and lot	1,300,000
St. Luke's Hospital	1,000,000
County electric roads	500,000
New streets and sewers	8,000,000
Eleemosynary institutions	1,000,000
Building permits for the last ten months	12,000,000
Real estate transfers, ten months	45,000,000
Grand total	\$107,500,000

\$15,000,000; wool, hides and furs, \$30,000,000; glass, \$20,000,000; woodenware, \$10,000,000; drugs, \$8,000,000; millinery, \$5,000,000; silk, \$7,000,000; clay products, \$5,000,000; agricultural implements and vehicles, \$15,000,000; saddlery, \$5,000,000; paint, \$5,000,000; paper, \$5,000,000; trunks, \$4,000,000; electrical supplies, \$5,000,000, and stoves, \$4,000,000.

The list, showing a total of \$118,000,000, does not include the millions of dollars worth of beer—in which product St. Louis leads—and the sales of innumerable articles manufactured, or distributed here and which run the aggregate up to fully \$200,000,000. It is estimated, for the year in wholesale trade.

The financial institutions now possess capital and surplus amounting to about \$100,000,000, and the bank clearings for the year will exceed two billion dollars.

Conservatively seeking to avoid Chicago's mistakes, the city has not been overbuilt. All manner of houses for rent are at premium, though the rates are not higher than they were ten years ago, despite recent raises.

An adequate number of hotels are being built.

The real estate market maintains a firm, even tone, without a semblance of inflation.

So much for the City Prosperous!

Mayor Wells's administration, with the aid of the Civic Improvement Association and various organizations, has accomplished much since last January in making the City Beautiful.

The eve of World's Fair year finds St. Louis greater in all respects than it was a year ago—more prosperous, more beautiful.

St. Louis is ready to "show" and "be shown."

